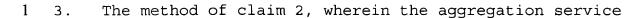
What is claimed is:

- 1 1. A method to provide a consumer aggregation service on
- 2 a network service provider comprising the steps of:
- 3 registering users with the aggregation service;
- 4 granting the registered user access to the World Wide
- 5 Web through the aggregation service;
- 6 replacing the registered user's individual identity
- 7 with the aggregation service identity as the user browses
- 8 World Wide Web sites.
- 1 2. The method of claim 1, further comprising the steps
- 2 of:
- 3 receiving transaction information for at least one
- 4 registered user;
- 5 intercepting an electronic merchandise order placed by
- 6 the registered user with a merchant through an electronic
- 7 network;
- 8 charging the registered user for the order;
- 9 executing the order with the merchant on the
- 10 registered user's behalf so that the aggregation service's
- 11 identity is charged by the merchant for the order; and
- storing information regarding each purchase in a
- 13 database.

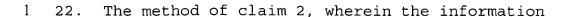


- 2 ships the purchased product to the registered user once the
- 3 purchased product is received.
- 1 4. The method of claim 2, wherein the aggregation service
- 2 gives the shipping address of the registered user to the
- 3 merchant so that the purchased product may be shipped
- 4 directly from the merchant to the registered user.
- 1 5. The method of claim 1, wherein the aggregation service
- 2 collects coupons or bonuses from web sites based on the web
- 3 surfing of its registered users and stores them in a
- 4 database.
- 1 6. The method of claim 2, wherein the aggregation service
- 2 collects coupons or bonuses from a merchant because of the
- 3 purchase made by the registered user and stores them in a
- 4 database.
- 1 7. The method of claim 6, wherein the aggregation service
- 2 awards a registered user coupon or bonus points based on
- 3 the purchase made by the registered user.
- 1 8. The method of claim 7, wherein the aggregation service
- 2 allows the registered user to trade in coupon or bonus



- 4 aggregation service.
- 1 9. The method of claim 2, wherein the aggregation service
- 2 obtains financial benefits from a supplier or merchant
- 3 based on the aggregate purchase volume at the supplier's or
- 4 merchant's site.
- 1 10. The method of claim 9, wherein the financial benefit
- 2 can be a volume discount offered to registered users of the
- 3 aggregation service.
- 1 11. The method of claim 9, wherein the financial benefit
- 2 can be an upgrade on the method of shipping.
- 1 12. The method of claim 9, wherein the distribution of the
- 2 financial benefit to registered users can be based on the
- 3 amount of purchases made by registered users in the past.
- 1 13. The method of claim 9, wherein the financial benefit
- 2 can be distributed evenly to all registered users
- 3 purchasing a specific product.
- 1 14. The method of claim 9, wherein the distribution of the
- 2 financial benefit can be tied to a special purchase
- 3 program, such as buying one product allows the registered
- 4 user to get a second product at half price.

- 1 15. The method of claim 1, wherein the aggregation service
- 2 preserves the anonymity of its registered users by
- 3 referring to them by assigned ID numbers.
- 1 16. The method of claim 2, wherein a shipping company
- 2 ships the purchased product to the registered user once the
- 3 purchased product is received.
- 1 17. The method of claim 15, wherein shipping address of
- 2 the registered user is only decodable to a physical address
- 3 by the shipping company.
- 1 18. The method of claim 2 further comprising the step of
- 2 permitting the registered user to specify the maximum price
- 3 of items the user is interested in purchasing.
- 1 19. The method of claim 1, wherein the aggregation service
- 2 may be comprised of multiple aggregation sites all
- 3 connected through a central controller.
- 1 20. The method of claim 19, wherein the aggregation sites
- 2 are controlled by a third party to the aggregation service.
- 1 21. The method of claim 1, wherein the registered user's
- 2 information is stored in a database.



- 2 regarding each purchase is stored in a database.
- 1 23. Computer executable software code stored on a computer
- 2 readable medium, the code for providing a consumer
- 3 aggregation service on a network service provider,
- 4 comprising:
- 5 code to register users with the aggregation service;
- 6 code to grant the registered user access to the World
- 7 Wide Web through the aggregation service;
- 8 code to replace the registered user's individual
- 9 identity with the aggregation service identity as the user
- 10 browses World Wide Web sites.
 - 1 24. The computer executable code of claim 21, further
- 2 comprising:
- 3 code to receive transaction information for at least
- 4 one registered user;
- 5 code to intercept an electronic merchandise order
- 6 placed by the registered user with a merchant through an
- 7 electronic network;
- 8 code to charge a registered user for the orders; and
- 9 code to execute the order with the merchant on the
- 10 registered user's behalf so that the aggregation service's
- 11 identity is charged by the merchant for the order.

- 1 25. A computer system for providing a consumer aggregation
- 2 service on a network service provider, comprising:
- 3 a memory having at least one region for storing
- 4 computer executable program code; and
- 5 a processor for executing the program code stored in
- 6 memory, wherein the program code includes:
- 7 code to register users with the aggregation service;
- 8 code to grant the registered user access to the World
- 9 Wide Web through the aggregation service
- 10 code to replace the registered user's individual
- 11 identity with the aggregation service identity as the user
- 12 browses World Wide Web sites.
- 1 26. The computer system of claim 25, further comprising:
- 2 code to receive transaction information for at least
- 3 one registered user;
- 4 code to intercept an electronic merchandise order
- 5 placed by the registered user with a merchant through an
- 6 electronic network;
- 7 code to charge a registered user for the orders; and
- 8 code to execute the order with the merchant on the
- 9 registered user's behalf so that the aggregation service's
- 10 identity is charged by the merchant for the order.